IN THE CLAIMS:

Please amend the remaining claims as follows:

1.   (Currently Amended) A method for enabling the online determination of end-to-end costs ~~while negotiating e-commerce transactions~~ during an online ascending or reverse auction, said method comprising:

maintaining an ~~updated~~ online database of ~~prices~~ costs associated with each significant cost element ~~relevant~~ in order to compute said end-to-end costs for goods [[or]] and services ~~involved in completing an e-commerce transaction~~ offered by an offerer and bid upon by a bidder,

receiving a first online bid to buy or sell said offered goods and services from a first bidder,

updating said online database of costs related to said first online bid and calculating a first bid's end-to-end costs related to said first online bid,

receiving a second online bid to buy or sell said offered goods and services from a second bidder,

updating said online database of costs related to said second online bid and calculating a second bid's end-to-end costs related to said second online bid,

if, in an ascending auction, said second bid's end-to-end costs result in a higher payout to said offerer than said first bid's end-to-end costs, then accepting said second bid, else accepting said first bid, and

if, in a reverse auction, said second bid's end-to-end costs result in a higher cost to said offerer than said first bid's end-to-end costs, then accepting said first bid, else accepting said second bid.

~~wherein said cost element comprises commission fees,~~

~~wherein said maintaining of said updated online database comprises utilizing an online service that provides information on said cost, and~~

wherein said e-commerce transaction comprises an electronic transaction over the Internet between at least one buyer and at least one seller, and wherein said transaction comprises at least one of a purchase, a sale, a trade, an auction, and a reverse auction;

~~maintaining an updated online database of procedures and rules associated with each activity involved in completing said e-commerce transaction;~~

~~determining the costs associated with each significant cost element by accessing the price data corresponding to the parameters of said e-commerce transaction; and~~

~~aggregating all said costs to arrive at a total end-to-end cost for said e-commerce transaction,~~

~~wherein a winning bid in said auction comprises a highest net payout to said seller after deduction of said total end-to-end cost, and~~

~~wherein a winning offer in said reverse auction comprises a lowest net cost to said buyer after addition of said total end-to-end cost.~~

2.   (Cancelled).

3.   (Currently Amended) The method as claimed in claim 1, wherein said <u>each significant</u> cost ~~elements include~~ <u>element includes any of</u> shipping and handling costs, ~~other~~ logistics management costs, taxes ~~as well as,~~ finance costs<u>, commissions, duties, insurance, regulatory-and statutory-related costs, and information costs</u>.

4.   (Currently Amended) The method as claimed in claim 1, wherein ~~said~~ databases<u>, which provide information for updating said online database of costs,</u> are ~~located either at the supplier end or at the buyer end~~ <u>associated with said offerer, said bidder,</u> or ~~may be hosted~~ by a third party.

5.   (Cancelled).

6.   (Currently Amended) The method as claimed in claim 1, wherein said method is implemented by an online intermediary providing ~~said~~ facilities as a service either against a fee of commission or ~~tree~~ <u>free</u> of charge.

7.   (Cancelled).

8.   (Currently Amended) The method as claimed in claim 1, applied to online <u>ascending</u> auctions between ~~a seller~~ <u>an offerer</u> and ~~multiple buyers~~ <u>at least two bidders</u>.

9.   (Currently Amended) The method as claimed in claim 1, applied to online reverse auctions between ~~a buyer~~ <u>an offerer</u> and ~~multiple sellers~~ <u>at least two bidders</u>.

10-12. (Cancelled).

13.   (Currently Amended) The method as claimed in claim 8<u>,</u> wherein a minimum required qualifying bid amount is communicated to a potential bidder in response to <u>a</u> request for [[the]] information about [[the]] current status of the ~~auctions~~ <u>auction</u>.

14.   (Currently Amended) The method as claimed in claim 9<u>,</u> wherein a maximum allowable offer amount is communicated to a potential ~~seller~~ <u>bidder</u> in response to <u>a</u> request for [[the]] information about [[the]] current status of the reverse ~~auctions~~ <u>auction</u>.

15.   (Currently Amended) The method as claimed in claim [[10]] <u>1,</u> wherein ~~sell orders~~ <u>updated offers</u> ~~resident in the database~~ are shown to [[a]] potential ~~buyer~~ <u>bidders</u> after online ~~addition~~ <u>computation</u> of said ~~computed cost elements (shipping, logistics, fees, commissions) to the price quoted by seller for each or the sell orders in response to request for such information in a two-sided matching market~~ <u>end-to-end costs</u>.

16-18. (Cancelled).

19.   (Currently Amended) A system for enabling the online determination of end-to-end costs ~~while negotiating e-commerce transactions~~ during an online ascending or reverse auction, said method comprising:

means for maintaining an ~~updated~~ online database of ~~prices~~ costs associated with each significant cost element ~~relevant~~ in order to compute said end-to-end costs for goods [[or]] and services ~~involved in completing an e-commerce transaction~~ offered by an offerer and bid upon by a bidder,

means for receiving a first online bid to buy or sell said offered goods and services from a first bidder,

means for updating said online database of costs related to said first online bid and calculating a first bid's end-to-end costs related to said first online bid,

means for receiving a second online bid to buy or sell said offered goods and services from a second bidder,

means for updating said online database of costs related to said second online bid and calculating a second bid's end-to-end costs related to said second online bid,

means for if, in an ascending auction, said second bid's end-to-end costs result in a higher payout to said offerer than said first bid's end-to-end costs, then accepting said second bid, else accepting said first bid, and

means for if, in a reverse auction, said second bid's end-to-end costs result in a higher cost to said offerer than said first bid's end-to-end costs, then accepting said first bid, else accepting said second bid.

~~wherein said cost element comprises commission fees,~~

~~wherein said maintaining of said updated online database comprises utilizing an online service that provides information on said cost, and~~

~~wherein said e-commerce transaction comprises an electronic transaction over the Internet between at least one buyer and at least one seller, and wherein said transaction comprises at least one of a purchase, a sale, a trade, an auction, and a reverse auction;~~

~~means for maintaining an updated online database of procedures and rules associated with each activity involved in completing said e-commerce transaction;~~

~~means for determining the costs associated with each significant cost element by accessing the price data corresponding to the parameters of said e-commerce transaction; and~~

~~means for aggregating all said costs to arrive at a total end-to-end cost for said e-commerce transaction,~~

~~wherein a winning bid in said auction comprises a highest net payout to said seller after deduction of said total end-to-end cost, and~~

~~wherein a winning offer in said reverse auction comprises a lowest net cost to said buyer after addition of said total end-to-end cost.~~

20.　　(Cancelled).

21.　　(Currently Amended) The system as claimed in claim 19, wherein said <u>each significant</u> cost ~~elements include~~ <u>element includes any of</u> shipping and handling costs, ~~other~~ logistics management costs, taxes ~~as well as~~<u>,</u> finance costs<u>, commissions, duties, insurance, regulatory-and statutory-related costs, and information costs</u>.

22.　　(Currently Amended) The system as claimed in claim 19, wherein ~~said~~ databases<u>, which provide information for updating said online database of costs,</u> are ~~located either at the supplier end or at the buyer end~~ <u>associated with said offerer, said bidder,</u> or ~~may be hosted~~ by a third party.

23.　　(Cancelled).

24.　　(Currently Amended) The system as claimed in claim 19, wherein said system is used by an online intermediary providing ~~said~~ facilities as a service either against a fee of commission or free of charge.

25.　　(Cancelled).

26.   (Currently Amended) The system as claimed in claim 1, used for online <u>ascending</u> auctions between ~~a seller~~ <u>an offerer</u> and ~~multiple buyers~~ <u>at least two bidders</u>.

27.   (Currently Amended) The system as claimed in claim 1, used for online reverse auctions between ~~a buyer~~ <u>an offerer</u> and ~~multiple sellers~~ <u>at least two bidders</u>.

28-30. (Cancelled).

31.   (Currently Amended) The system as claimed in claim 26<u>,</u> including means for communicating <u>a</u> minimum required qualifying bid amount to a potential bidder in response to request for [[the]] information about [[the]] current status of the ~~auctions~~ <u>auction</u>.

32.   (Currently Amended) The system as claimed in claim 27<u>,</u> including means for communicating <u>a</u> maximum allowable offer amount to a potential ~~seller~~ <u>bidder</u> in response to request for [[the]] information about [[the]] current status of the reverse ~~auctions~~ <u>auction</u>.

33.   (Currently Amended) The system as claimed in claim [[10]] <u>1,</u> ~~wherein sell orders~~ <u>including means for showing updated offers</u> ~~resident in the database~~ to [[a]] potential ~~buyer~~ <u>bidders</u> after online ~~addition~~ <u>computation</u> of said ~~computed cost elements (shipping, logistics, fees, commissions) to the price quoted by seller for each or the sell orders in response to request for such information in a two-sided matching market~~ <u>end-to-end costs</u>.

34-36. (Cancelled).

37.   (Currently Amended) A ~~computer~~ program ~~product comprising computer readable program code stored on computer readable storage medium embodied therein for enabling the online determination of end-to-end costs while negotiating e-commerce transactions~~ <u>storage device readable by machine, tangibly embodying a program of instructions executable by said</u>

machine to perform a method for enabling the online determination of end-to-end costs during an online ascending or reverse auction, said method comprising:

maintaining an online database of costs associated with each significant cost element in order to compute said end-to-end costs for goods and services offered by an offerer and bid upon by a bidder,

receiving a first online bid to buy or sell said offered goods and services from a first bidder,

updating said online database of costs related to said first online bid and calculating a first bid's end-to-end costs related to said first online bid,

receiving a second online bid to buy or sell said offered goods and services from a second bidder,

updating said online database of costs related to said second online bid and calculating a second bid's end-to-end costs related to said second online bid,

if, in an ascending auction, said second bid's end-to-end costs result in a higher payout to said offerer than said first bid's end-to-end costs, then accepting said second bid, else accepting said first bid, and

if, in a reverse auction, said second bid's end-to-end costs result in a higher cost to said offerer than said first bid's end-to-end costs, then accepting said first bid, else accepting said second bid.

~~computer readable program code means configured for maintaining an updated online database of prices associated with each significant cost element relevant to goods or services involved in completing an e-commerce transaction,~~

~~wherein said cost element comprises commission fees,~~

~~wherein said maintaining of said updated online database comprises utilizing an online service that provides information on said cost, and~~

~~wherein said e-commerce transaction comprises an electronic transaction over the Internet between at least one buyer and at least one seller, and wherein said transaction comprises at least one of a purchase, a sale, a trade, an auction, and a reverse auction;~~

~~computer readable program code means configured for maintaining an updated online database of procedures and rules associated with each activity involved in completing said e-commerce transaction;~~

~~computer readable program code means configured for determining the costs associated with each significant cost element by accessing the price data corresponding to the parameters of said e-commerce transaction; and~~

~~computer readable program code means configured for aggregating all said costs to arrive at a total end-to-end cost for said e-commerce transaction,~~

~~wherein a winning bid in said auction comprises a highest net payout to said seller after deduction of said total end-to-end cost, and~~

~~wherein a winning offer in said reverse auction comprises a lowest net cost to said buyer after addition of said total end-to-end cost.~~

38.   (Cancelled).

39.   (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, wherein said <u>each significant</u> cost ~~elements include~~ <u>element includes any of</u> shipping and handling costs, ~~other~~ logistics management costs, taxes ~~as well as,~~ finance costs<u>, commissions, duties, insurance, regulatory- and statutory-related costs, and information costs.</u>

40.   (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, wherein ~~said~~ databases<u>, which provide information for updating said online database of costs,</u> are ~~located either at the supplier end or at the buyer end~~ <u>associated with said offerer, said bidder,</u> or ~~may be hosted~~ by a third party.

41.   (Cancelled).

42.   (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, wherein said ~~computer~~ program ~~product~~ storage device is implemented by an online

intermediary providing ~~said~~ facilities as a service either against a fee of commission or free of charge.

43.   (Cancelled).

44.   (Currently Amended) The ~~computer~~ program ~~product~~ <u>storage device</u> as claimed in claim 37, configured for online <u>ascending</u> auctions between ~~a seller~~ <u>an offerer</u> and ~~multiple buyers~~ <u>at least two bidders</u>.

45.   (Currently Amended) The ~~computer~~ program ~~product~~ <u>storage device</u> as claimed in claim 37, configured for online reverse auctions between ~~a buyer~~ <u>an offerer</u> and ~~multiple sellers~~ <u>at least two bidders</u>.

46-48. (Cancelled).

49.   (Currently Amended) The ~~computer~~ program ~~product~~ <u>storage device</u> as claimed in claim 44 including ~~computer readable program code~~ means ~~configured~~ for communicating <u>a</u> minimum required qualifying bid amount to a potential bidder in response to <u>a</u> request for [[the]] information about [[the]] current status of the ~~auctions~~ <u>auction</u>.

50.   (Currently Amended) The ~~computer~~ program ~~product~~ <u>storage device</u> as claimed in claim 45 including ~~computer readable program code~~ means ~~configured~~ for communicating <u>a</u> maximum allowable offer amount to a potential ~~seller~~ <u>bidder</u> in response to <u>a</u> request for [[the]] information about [[the]] current status of the ~~auctions~~ <u>reverse auction</u>.

51.   (Currently Amended) The ~~computer~~ program ~~product~~ <u>storage device</u> as claimed in claim [[46]] <u>37</u>, ~~including computer readable program code means configured for showing the sell orders resident in the database to a potential buyer after online addition of said computed cost elements (shipping, logistics, fees, commissions) to the price quoted by seller for each of the sell~~

~~orders in response to request for such information in a two-sided matching market~~ <u>wherein updated offers are shown to potential bidders after online computation of said end-to-end costs</u>.

52-54. (Cancelled).